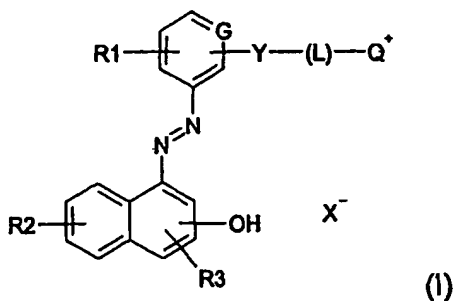


## C L A I M S

1. Cationic naphthyldiazo dyes of general formula (I)



wherein

**R1** stands for a hydrogen atom, halogen atom, straight-chain or branched (C<sub>1</sub>-C<sub>4</sub>)-alkyl group, straight-chain or branched (C<sub>1</sub>-C<sub>4</sub>)-alkoxy group, phenyl group or (C<sub>2</sub>-C<sub>4</sub>)-hydroxyalkyl group;

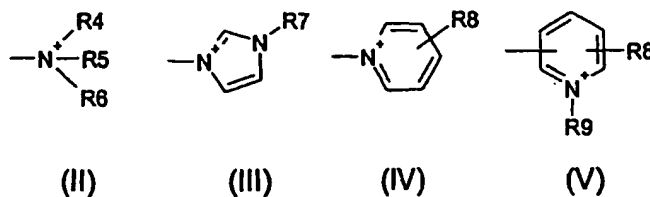
**R2** and **R3** can be equal or different and independently of each other stand for a hydrogen atom, hydroxyl group, amino group, acetylamino group, (C<sub>1</sub>-C<sub>6</sub>)-alkoxy group, (C<sub>2</sub>-C<sub>4</sub>)-hydroxyalkoxy group, (C<sub>3</sub>-C<sub>6</sub>)-di- or polyhydroxyalkoxy group, -COOR group, -NRR' group or -CONRR' group, wherein **R** and **R'** can be equal or different and stand for a hydrogen atom, a straight-chain or branched (C<sub>1</sub>-C<sub>6</sub>)-alkyl group or a hydroxyethyl group, or **R** and **R'** together with the nitrogen atom to which they are attached form a heterocycle with at least four ring members optionally containing other heteroatoms and **R** and **R'** and the afore-described heterocycle possibly being substituted with an alkyl group, alkoxy group, hydroxyalkyl group or aminoalkyl group;

**G** stands for a nitrogen atom or a methine group (CH);

**Y** stands for an oxygen atom, or an N-(C<sub>1</sub>-C<sub>4</sub>)-alkyl group;

**L** represents a bridging group and stands for a straight-chain or branched (C<sub>1</sub>-C<sub>14</sub>)-alkylene group which optionally can be interrupted by one or more heteroatoms, the bridging group optionally being substituted with one or more hydroxyl groups, monohydroxy-(C<sub>2</sub>-C<sub>6</sub>)-alkyl groups, polyhydroxy-(C<sub>2</sub>-C<sub>6</sub>)-alkyl groups or (C<sub>1</sub>-C<sub>6</sub>)-alkoxy groups;

**Q<sup>+</sup>** stands for a saturated cationic group of formula (II) or an unsaturated cationic group of formulas (III) to (V)



5 wherein

**R4** to **R6** can be equal or different and independently of each other denote a straight-chain or branched (C<sub>1</sub>-C<sub>6</sub>)-alkyl group, (C<sub>2</sub>-C<sub>4</sub>)-hydroxyalkyl group, (C<sub>3</sub>-C<sub>6</sub>)-dihydroxyalkyl group, (C<sub>3</sub>-C<sub>6</sub>)-polyhydroxyalkyl group or (C<sub>1</sub>-C<sub>6</sub>)-alkoxy-(C<sub>1</sub>-C<sub>4</sub>)-alkyl group, wherein two of the **R4** to **R6** groups together with the nitrogen atom to which they are attached form a five-membered or six-membered hetero-  
 10 cycle optionally interrupted by one or more heteroatoms such as an oxygen atom, sulfur atom or nitrogen atom and optionally bearing other substituents, for example a halogen atom, hydroxyl group, amino group, straight-chain or branched (C<sub>1</sub>-C<sub>6</sub>)-alkyl group, (C<sub>1</sub>-C<sub>6</sub>)-alkoxy group, (C<sub>1</sub>-C<sub>6</sub>)-alkoxy-(C<sub>1</sub>-C<sub>4</sub>)-alkyl group or  
 15 hydroxyethyl group;

**R7** stands for a straight-chain or branched (C<sub>1</sub>-C<sub>8</sub>)-alkyl group, allyl group, vinyl group, hydroxyethyl group or benzyl group;

**R8** stands for a hydrogen atom, straight-chain or branched (C<sub>1</sub>-C<sub>9</sub>)-alkyl group, amino group, di-(C<sub>1</sub>-C<sub>6</sub>)-alkylamino group or pyrrolidino group;

20 **R9** stands for a straight-chain or branched (C<sub>1</sub>-C<sub>8</sub>)-alkyl group, allyl group, vinyl group, hydroxyethyl group, dihydroxypropyl group or benzyl group, and  
**X<sup>-</sup>** stands for an anion.

2. Dyes of formula (I) as defined in claim 1, characterized in that

25 **R1** stands for a hydrogen atom, a chlorine atom or a methyl group,

**R2** and **R3** are equal or different and independently of each other stand for hydrogen, a hydroxyl group, methoxy group, -NRR' group or -CONRR' group wherein **R** and **R'** can be equal or different and stand for a hydrogen atom, a me-

thyl group or a hydroxyethyl group, or **R** and **R'** together with the nitrogen atom to which they are attached form a heterocycle with five or six ring members;

**G** stands for a nitrogen atom or a methine group (CH);

**Y** stands for oxygen or an N-methyl group;

5 **L** stands for a straight-chain (C<sub>2</sub>-C<sub>4</sub>)-bridging group;

**Q<sup>+</sup>** stands for a saturated cationic group of formula (II) or an unsaturated cationic group of formulas (III) to (V), the **R<sub>4</sub>** to **R<sub>6</sub>** groups possibly being equal or different and independently of each other denote a straight-chain (C<sub>1</sub>-C<sub>3</sub>)-alkyl group, a hydroxyethyl group or a methoxyethyl group, or two of the **R<sub>4</sub>** to **R<sub>6</sub>** groups together with the nitrogen atom to which they are attached form a five-membered or six-membered heterocycle;

**R<sub>7</sub>** stands for a methyl group or hydroxyethyl group;

**R<sub>8</sub>** stands for a hydrogen atom, methyl group, dimethylamino group or pyrrolidino group;

15 **R<sub>9</sub>** stands for a methyl group, ethyl group or hydroxyethyl group, and

**X<sup>-</sup>** stands for a chloride anion, bromide anion or methylsulfate anion.

3. Dyes of formula (I) as defined in claim 1 or 2, characterized in that they are selected from among 2-{2-[(2-hydroxy-1-naphthyl)diazenyl]phenoxy}-N,N,N-trimethylethanaminium methylsulfate, 2-{2-[(4-hydroxy-1-naphthyl)diazenyl]phenoxy}-N,N,N-trimethylethanaminium chloride, 2-(2-{2-[(2-hydroxy-1-naphthyl)diazenyl]phenoxy}ethyl)-1-methylpyridinium methylsulfate, 2-{2-[(2,7-dihydroxy-1-naphthyl)diazenyl]phenoxy}-N,N,N-trimethylethanaminium chloride, 4-(2-{2-[(2-hydroxy-1-naphthyl)diazenyl]phenoxy}ethyl)-4-methylmorpholin-4-ium chloride, 2-[(2-{2-hydroxy-7-(methyloxy)-1-naphthalenyl]diazenyl}phenyl)oxy]-N,N,N-trimethylethanaminium chloride, 2-[(4-[(2-hydroxy-1-naphthalenyl)diazenyl]phenyl)(methyl)amino]-N,N,N-trimethylethanaminium methylsulfate, 2-[(2-[(2-hydroxy-1-naphthalenyl)diazenyl]phenyl)(methyl)amino]-N,N,N-trimethylethanaminium methylsulfate, 2-[(2-(4-hydroxy-1-naphthalenyl)diazenyl]phenyl)(methyl)amino]-N,N,N-trimethylethanaminium methylsulfate, 2-[(5-[(2-hydroxy-1-naphthyl)diazenyl-2-pyridinyl]-

oxy)-N,N,N-trimethylethanaminium chloride, 2-({3-[(2-hydroxy-1-naphthyl)diazenyl]-2-pyridinyl}oxy)-N,N,N-trimethylethanaminium chloride, 2-({3-[(4-hydroxy-1-naphthyl)diazenyl]-2-pyridinyl}oxy)-N,N,N-trimethylethanaminium chloride, 2-{3-[(2-hydroxy-1-naphthyl)diazenyl]phenoxy}-N,N,N-trimethylethanaminium chloride,  
 5 3-(2-{2-[(2-hydroxy-1-naphthyl)diazenyl]phenoxy}ethyl)-1-methyl-1H-imidazol-3-ium chloride, 2-({2-[(2,4-dihydroxy-1-naphthalenyl)diazenyl]phenyl}oxy)-N,N,N-trimethylethanaminium chloride and 2-{[2-({2-hydroxy-3-[(phenylamino)carbonyl]-1-naphthalenyl)diazenyl]phenyl}oxy}-N,N,N-trimethylethanaminium chloride.

10 4. Agent for coloring keratin fibers, characterized in that it contains at least one dye of formula (I) as defined in one of claims 1 to 3.

5. Agent as defined in claim 4, characterized in that it contains the dye of formula (I) in a total amount from 0.01 to 10 weight percent.

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6. Agent as defined in claim 4 or 5, characterized in that it contains other dyes besides the dyes of formula (I).

7. Agent as defined in claim 6, characterized in that the other dye is selected  
 20 from among 3-[(4,5-dihydro-3-methyl-5-keto-1-phenyl-1H-pyrazol-4-yl)-azo]-N,N,N-trimethylbenzenaminium chloride, 3-[(3-methyl-5-hydroxy-1-phenyl-1H-pyrazol-4-yl)azo]trimethylammoniumbenzene chloride, 8-[(4-aminophenyl)azo]-7-hydroxy-N,N,N-trimethyl-2-naphthalenaminium chloride, 8-[(4-amino-3-nitrophenyl)-azo]-7-hydroxy-N,N,N-trimethyl-2-naphthalenaminium chloride, 8-[(4-amino-2-  
 25 nitrophenyl)azo]-7-hydroxy-N,N,N-trimethyl-2-naphthalenaminium chloride, 7-hydroxy-N,N,N-trimethyl-8-{[2-(methyloxy)phenyl]azo}-2-naphthalenaminium chloride, 3-[(4-amino-6-bromo-5,8-dihydro-1-hydroxy-8-imino-5-keto-2-naphthalenyl)-amino]-N,N,N-trimethylbenzenammonium chloride and N,N-dimethyl-3-{[4-(methylamino)-9,10-diketo-9,10-dihydro-1-anthracenyl]amino}-N-propyl-1-propanaminium  
 30 bromide.

8. Agent as defined in claim 6 or 7, characterized in that it contains the other dyes in a total amount from 0.01 to 15 weight percent.

9. Agent as defined in one of claims 4 to 8, characterized in that it contains at least one natural or synthetic polymer or modified polymer of natural origin and that it is in the form of a tinting fixative or dye fixative.

10. Agent as defined in one of claims 4 to 9, characterized in that it is a hair colorant.

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